

In the Claims:

1. (Cancelled)
2. (Previously Amended) A method according to claim 5, further comprising providing another of the at least two sellers with a second look opportunity to satisfy the conditional purchase offer.
3. (Previously Amended) A method according to claim 5, further comprising binding the buyer to the conditional purchase offer.
4. (Previously Amended) A method according to claim 5 , further comprising notifying the buyer that the conditional purchase offer will not be satisfied.
5. (Currently Amended) An allocation method in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

determining which of at least two sellers could satisfy a conditional purchase offer;

identifying one of the at least two sellers as a priority seller; and

after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

6. (Previously Amended) A method according to claim 5 , wherein one of the at least two sellers is an agency-based seller.

7. (Previously Amended) A method according to claim 5, wherein one of the at least two sellers is a broadcast-based seller.

8. (Previously Amended) A method according to claim 5 , wherein the conditional purchase offer is a binding conditional purchase offer.

9. (Currently Amended) An allocation method in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a number of first look opportunities due

to the at least two sellers; determining a number of first look opportunities given to the at least two sellers; and identifying one of the at least two sellers with the largest deficiency between opportunities given and opportunities due as the priority seller; and

after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

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10. (Currently Amended) An allocation method in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a percentage of first look opportunities due to the at least two sellers based on an adjusted market share; determining a percentage of first look opportunities given to the at least two sellers; and identifying one of the at least two sellers with the largest deficiency between percentage of first look opportunities given and percentage of first look opportunities due as the priority seller; and

after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

11. (Previously Amended) A method according to claim 5 , wherein identifying one of at least two sellers as a priority seller includes:

assigning a random number to each of the at least two sellers; and
using the random numbers to identify the priority seller.

12. (Currently Amended) An allocation method in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service ~~and~~ (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

identifying one of at least two sellers as a priority seller, wherein identifying one of at least two sellers as a priority seller includes: determining a market share for each of the at least two sellers; and identifying one of the sellers having the largest market share that could also satisfy the conditional purchase offer as the priority seller; and

after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

13. (Previously Amended) A method according to claim 5, wherein identifying one of at least two sellers as a priority seller further includes:

determining a buyer preference metric for each of the at least two sellers; and

using the buyer preference metric to identify one of the at least two sellers as the priority seller.

14. (Previously Amended) A method according to claim 5, wherein identifying one of at least two sellers as a priority seller further includes providing an advantage to one of the at least two sellers.

15. (Previously Amended) A method according to claim 5, further comprising:
determining whether more than one seller price will satisfy the conditional purchase offer; and
selecting the highest seller price.

16. (Previously Amended) A method according to claim 5, further comprising:
determining whether there are other sellers that could satisfy the conditional purchase offer; and
performing a low price search of the other sellers.

17.-28. (Cancelled)

29. (Previously Amended) A system according to claim 32, further comprising means for
providing another of the at least two sellers with a second look opportunity to satisfy the
conditional purchase offer.

30. (Previously Amended) A system according to claim 32, further comprising means for
binding the buyer to the conditional purchase offer.

31. (Previously Amended) A system according to claim 32, further comprising means for notifying the buyer that the conditional purchase offer will not be satisfied.

32. (Currently Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service ~~and~~ (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

means for determining which of at least two sellers could satisfy conditional purchase offer;

means for identifying one of the at least two sellers as a priority seller; and

means for, after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

33. (Previously Amended) A system according to claim 32, wherein one of the at least two sellers is an agency-based seller.

34. (Previously Amended) A system according to claim 32, wherein one of the at least two sellers is a broadcast-based seller.

35. (Previously Amended) A system according to claim 32, wherein the conditional purchase offer is a binding conditional purchase offer.

36. (Currently Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers, the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a number of first look opportunities due to the at least two sellers; means for determining a number of first look opportunities given to the at least two sellers; and means for identifying one of the at least two sellers with the largest deficiency between opportunities given and opportunities due as the priority seller; and

means for , after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

37. (Currently Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers,

the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a percentage of first look opportunities due to the at least two sellers based on an adjusted market share; means for determining a percentage of first look opportunities given to the at least two sellers; and means for identifying one of the at least two sellers with the largest deficiency between percentage of first look opportunities given and percentage of first look opportunities due as the priority seller; and

means for after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

38. (Previously Amended) A system according to claim 32, wherein means for identifying one of at least two sellers as a priority seller includes:

means for assigning a random number to each of the at least two sellers; and

means for using the random numbers to identify the priority seller.

39. (Currently Amended) A system for allocation in a buyer-driven system in which conditional purchase offers are received and considered by or on behalf of a plurality of sellers,

the conditional purchase offers each including (1) a buyer-specified price for a good or service and (2) a payment identifier specifying a financial account to be used to pay for said good or service upon acceptance of a conditional purchase offer by a seller and (3) authorization to charge said payment identifier for said good or service upon acceptance of a conditional purchase offer, comprising:

means for identifying one of at least two sellers as a priority seller, wherein means for identifying one of at least two sellers as a priority seller includes: means for determining a market share for each of the at least two sellers; and means for identifying one of the sellers having the largest market share that could also satisfy the conditional purchase offer as the priority seller; and

means for , after receiving said buyer-specified price, payment identifier and authorization, providing the priority seller with a first look opportunity to satisfy a conditional purchase offer.

40. (Previously Amended) A system according to claim 32 , wherein means for identifying one of at least two sellers as a priority seller further includes:

means for determining a buyer preference metric for each of the at least two sellers; and

means for using the buyer preference metric to identify one of the at least two sellers as the priority seller.

41. (Previously Amended) A system according to claim 32 , wherein means for identifying one of at least two sellers as a priority seller further includes means for providing an advantage to one of the at least two sellers.

42. (Previously Amended) A system according to claim 32 , further comprising:
means for determining whether more than one seller price will satisfy the conditional purchase offer; and
means for selecting the highest seller price.

43. (Previously Amended) A system according to claim 32, further comprising:
means for determining whether there are other sellers that could satisfy the conditional purchase offer; and
means for performing a low price search of the other sellers.
